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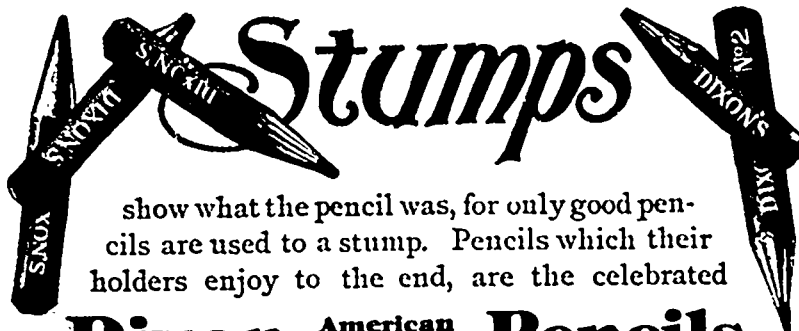
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CANADA
**BOOKSELLER
AND
STATIONER**

FEBRUARY



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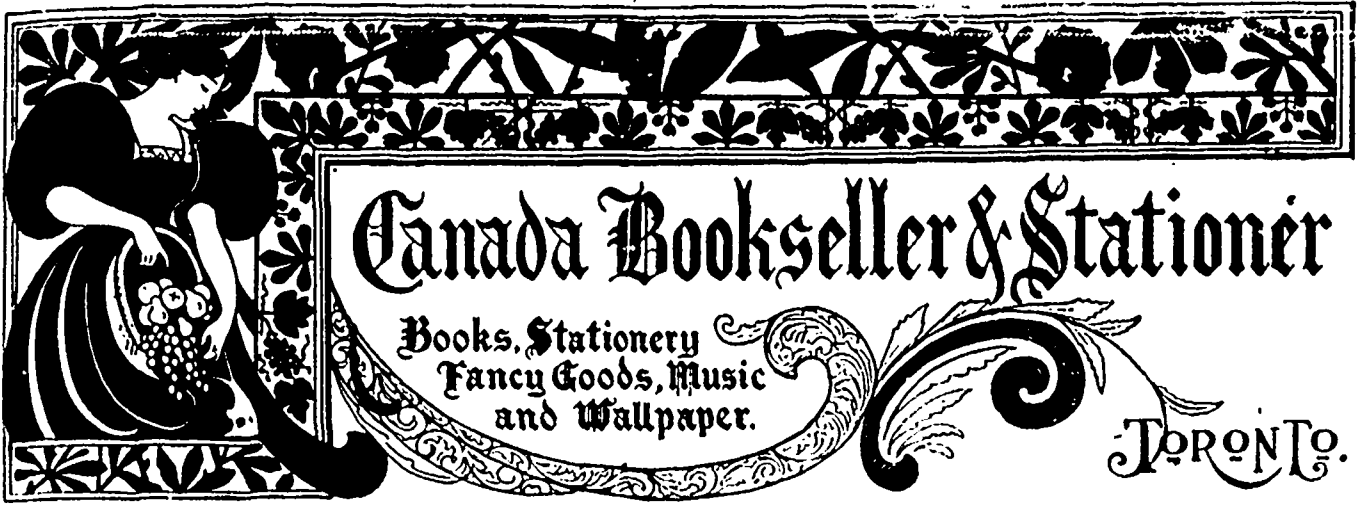
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Warwick Bros. & Rutter

Importing and
Wholesale Stationers

TORONTO, ONT.



Vol. XIII.

TORONTO, FEBRUARY, 1897.

No. 2.

THE MACLEAN PUBLISHING CO.

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R. HARGREAVES, Agent.

SELLING BOOKS.

WE have devoted a good deal of space this month to saying something of the new books. An attempt is made to indicate in each case the selling qualities of the book in this market. The bookseller may find here and there an indication of the quarters to which he may look for purchasers.

No doubt the town trade, as against the larger cities' trade, are finding it more and more difficult each year to make a profitable business out of selling books. There is, first, the department store competition which is cutting the life out of all cheap lines, both in books and stationery. There is, secondly, the public library, which is a direct rival to us. Then hard times and lower prices generally have tended to make people more captious about the prices they pay for books.

From these and other causes the bookseller finds it increasingly difficult to make this department of his business pay. Yet, unless he intends abandoning the field altogether, he must study the situation carefully to see what he can save out of it. He must know books. He must cultivate

a constituency of clients like a lawyer. To do this it is necessary to be familiar with the merits of new publications, to encourage local buyers by directing attention to the new books they are likely to buy, to keep publishers' lists and never be at a loss for suggestions when inquiries are made.

All this, no doubt, is very laborious. But bookselling is really a profession, and requires many qualities which ordinary business does not demand. Remember that there is still a large profit on the right kind of books—if you can sell them. And you can sell them if the end is persistently sought. There is a tremendous demand for novels, no doubt, but these are much subject to cutting, and a trade in books not sold by the departmental stores is the thing to be kept in view.

We commend once again to the reader, in the light of these remarks, the books mentioned this month.

BUYING AT HOME.

THERE is sense in Mr. Cranston's letter which we reprint in this issue from the Galt paper. These people who whine about local men going abroad for legal or medical advice are the very first to buy away from home themselves. Let them give their custom to the local trade. It is only fair. THE BOOKSELLER AND STATIONER has many city subscribers, but is quite free to say that the city bookseller has no right to the trade which ought to belong to the town bookseller. Let us live and let live. As a matter of fact, we

don't believe our city readers are getting trade from outside towns. The department stores are gobbling it up. A man visits the city and, in nine cases out of ten, steers straight for one of these places, where they might as well sell books by the pound as far as the clerk knows anything about the merits of books. Booksellers would do well to imitate Mr. Cranston's example. Write a good pointed letter to your local paper and get the editor to back it up with an article. There are some people who do not consider how they injure their own town in sending away for supplies.

SOME COMPLAINTS.

ONE of our subscribers voices some grievances in a letter which appears elsewhere. Firstly, he points out that the staffs of local post-offices do subscription work for newspapers, thus depriving the newsdealer and bookseller of considerable profit in what is their own legitimate line. There is something in this contention. We do not blame the newspapers for making use of what is a convenient means of increasing their lists. But in cities and towns where the staff have no leisure, or should have none, and where there are booksellers to do the subscription business, the practice might be stopped. In villages without booksellers the circumstances are different. There the post office can do this work without interfering in any one's business and it is a very great convenience both to the locality and the publishers. Our correspondent might send a

copy of this BOOKSELLER AND STATIONER to Mr. Mulock, the Postmaster-General, and see what he thinks about it. As long as the Department and the local trade stand it, rest assured the publishers are not going to neglect a good chance of increasing business.

Another complaint is that school teachers recommend scholars to buy from particular stores. This is most improper and unfair. The proper remedy is to see the trustees. You help to elect them and are entitled to go to them for redress.

As to the sale of stamps we think the commission might be larger. Let booksellers and dealers in stamps see the local member of Parliament about that.

BUYING AT HOME.

THE following letter from Mr. J. K. Cranston in *The Galt Reformer* will interest our readers.

"Since the key, 'Loyalty to Galt and Galt's industries,' was struck by Dr. Vardon in his retiring address on nomination day, a good deal has been said and written on the subject. I wish to call the attention of ministers and professional men to the fact that they must lead in this new order of things, if it is to be expected that the masses of the people are to stop 'ruining themselves' and the town of Galt by spending their money abroad. We all want to see Galt grow and prosper and become a brisk, go-ahead place, increasing in population and popularity. To accomplish this we must all "practise what we preach," for the future, if it has not been done in the past. Shall we all do so? is the question. It is currently reported that some of our ministers, lawyers and medical men are far from being loyal to the town and people from whom they derive a living. Ministers, in particular, should be the last people to go out of town for a cent's worth that they can buy here, even if they should have to pay 25 per cent. more than elsewhere. Yet the fact is they mostly claim or get (without asking) 10 to 20 per cent. discount on all purchases made. Still they are not content. They, or their wives, must needs go bargain hunting, and spend the money that is given them with a free and loving hand (not with or amongst the people who give to keep them in affluence and comfort) elsewhere. Is their example one that their flocks should follow or not? Surely it's right for them above all others to be loyal to Galt and Galtonians.

Re professional men. We have often heard, whether correctly or not, that some

of them get all their clothing, shoes, and even collars and neckties, in the city at bon-ton shops, paying fancy prices for same, yet if the common folk think of going to the city for a lawyer to plead an intricate and important case, they howl, and medical men squeal, if forsooth a poor sick body that they cannot help, and have given up to die, "gangs," to a Paris doctor or elsewhere and gets cured, and there is a police court case if a man who has a toothache gets any one not licensed to practise to relieve the sufferer of the diseased molar. Such things ought not to be so one-sided. Let the people who make their money in professions, or otherwise, out of or from the Galtonites and district, spend their money here and then we folks who are a bit lower down in life's station will all learn to follow the good example set us by our worthy and more talented brothers.

School teachers and town officials are classes that should set a good example in this. They being public servants, and paid out of the public treasury, should certainly spend their money in the town in which it is earned to the mutual advantage of all. Let "Galt for Galtonians and Canada for Canadians," be the motto of all and we will soon be ranked as the first town in Canada.

Yours truly,

J. K. CRANSTON.

P.S.—If the shoe don't fit, no one need wear it.

J. K. C.

TWO LARGE UNDERTAKINGS.

The Macmillan Co. have undertaken two works of great magnitude, which will probably neither of them see the light of this century. Lord Acton has agreed to edit for The Cambridge University Press a comprehensive history of modern times under the general title of "The Cambridge Modern History." It will appear in twelve volumes, which will cover the period from the end of the Middle Ages to the present day. Each part will be the work of a man who has made the period covered a special study. Among the contributors will be James Bryce, Prof. Bury, Dr. Cunningham, Principal Fairbairn, Prof. Flint, Frederic Harrison, R. H. Hutton, Prof. Jebb, W. E. H. Lecky, Sidney Lee, John Morley, Charles W. Chadwick Oman, E. J. Payne, Sir F. Pollock, Prof. Prothero, Dr. Sidgwick and Viscount Wolseley. It is expected that the first volume covering the Renaissance will be ready in about three years, and then the volumes will appear at the rate of two per year. The other work is an "Encyclopædia of American Horiculture," which has been begun under the editorial supervision of Prof. L. H. Bailey, of Cornell. This also will be the work of specialists, and consist of signed articles

profusely illustrated with engravings made expressly for the work. The articles will be arranged alphabetically and will number about 6,000. The work will be in three volumes and will be dated 1900.

A STATIONER'S BUSINESS.

IN the matter of stationery no less than in that of every other line of trade, the agreeable tyranny of fashion ought to hold sway. Yet we are fully agreed that it does not, or at any rate only to a limited extent, as regards the stationer, whose mild endeavors to instil principles of good taste are not accompanied by those rigid exactions which have made the milliner and other traders masters in their fields of action. In fact, it may be said that the average stationer is not enough prone to lord it over his clients, yet as the buying world, particularly of the feminine gender, gloats upon the inexorable decrees of fashion, our up-to-date stationer, in order to lead, must learn "to shake his ambrosial curls and give the nod." Practically, he must cease to float along through his business, and endeavor to renew his energy as well as his stock of goods by frequent visits to some large town, where he will find material for thought and adoption; he will be enabled to open up accounts with a few good houses, and thus acquire a greater leverage on prices than if expending his forces broadcast among many small traders; he will see the newest goods and novelties, converse with men who have brushed against the foreign trade centres and return home well rewarded for his outlay. One thing will gratify the observant country visitor, and that is the effort which is being made by the big city establishments to create a home-like feeling in the mind of their customers by providing them with handsome reception rooms where friends may meet and compare their purchases. These wise merchants begin to see that automatic methods of business, with no human element in them, are not half so successful as was the old-fashioned country storekeeper's way of trading, where a pleasant entente between seller and buyer was the rule, and is yet by far the most potent factor in the success of a rural storekeeper. Let the live stationer equip himself with a plentiful supply of facts, and advance to the conquest of his customers.—*American Stationer.*

THE ST. JOHN TRADE.

The booksellers and stationers of St. John, N.B., are thinking of forming an association. An inquiry has been sent to THE BOOKSELLER AND STATIONER for a copy of the bylaws and constitution of the Ontario Society, but so far we have been unable to get a copy.

NOTES OF BRITISH BOOKS.

LONDON, JAN. 28, 1897.

O LIPHANT, ANDERSON & FERRIER, of Edinburgh, will issue immediately Mr. W. Keith Leask's "Life of James Boswell," the biographer of Johnson. It will be a volume of the Famous Scots Series. Dr. Birbeck Hill has revised the proof-sheets.

Fisher Unwin has just published Mr. A. P. Harper's account of "Pioneer Work in the New Zealand Alps," of which so much has been said recently. Many valuable observations respecting the glacial structures and movements in these mountains are contained in the work, which will also have great interest for the student of natural history. Fifty illustrations and some maps accompany the book, of which, by the way, there will be an edition de luxe.

The volume by Sir H. H. Johnston, dealing with the eastern portion of British Central Africa, is almost ready for publication. The chief natural and anthropological features of the country, the language of its people, with a record of its history, form the subject of the work, which will contain upwards of 200 illustrations by the author and several maps.

Miss Ella MacMahon, the author of "A New Note," which was published anonymously, and which attracted a good deal of attention, has nearly ready for publication, through Hutchinson & Co., a new novel, which is entitled "The Touchstone of Life." Many of the scenes of the new story are laid in New Britain.

Dr. Nansen's book, "Farthest North," will have as frontispiece a special etched portrait of the author, taken before he left the Fram for his sledge journey, and there will be 16 full-page colored plates in facsimile from colored sketches made by Dr. Nansen on the spot. Archibald Constable & Co. expect to have the work ready in the first week in February.

The Clarendon Press will publish almost immediately, in two parts, with eight or nine maps, the fourth volume of Mr. C. P. Lucas' "Historical Geography of the British Colonies." The volume will deal with South and East Africa, the first part giving a history of South Africa down to the present day, the second including geographical chapters on British South African colonies, together with an account of British Central Africa and British East Africa.

Hurst & Blackett, Ltd., will issue a work by Mr. Walter Wood, entitled "Famous British Warships and their Commanders." The book will be a companion volume to "Barrack and Battlefield," by that author, recently published by the same house. It

will contain many little-known particulars of celebrated battleships of the past. In a chapter on "The Asia and Sir Edward Codrington," a graphic narrative is furnished of the battle of Navarino seventy years ago, when the fleets of England, France and Russia combined to crush the Turco-Egyptian naval forces as a punishment for Turkish atrocities, which find a parallel in the Armenian outrages of to-day.

The first edition of the poet-laureate's new volume, "The Conversion of Winckelmann," having been practically exhausted on the day of publication, Macmillan & Co. have gone to press with a second edition.

Longmans & Co. will publish immediately a book on Constantinople by Mrs. Max Muller.

Next month a new literary venture in the shape of a threepenny illustrated weekly will be launched in Edinburgh and Glasgow. The Scots' Pictorial, as it will be called, will be run purposely for Scottish readers at home and abroad.

The second volume of Mr. S. R. Gardiner's History of the Commonwealth and Protectorate is now in the press; it will bring the story down to the summer of 1654. Mr. Gardiner is also preparing for publication a monograph on "Cromwell's Place in History," giving the substance of six lectures delivered at Oxford as Ford's Lecturer, 1896.

A welcome little popular biography of Miss Ellen Terry, by Walter Calvert, is issued from the publishing office of H. J. Drane. The eventful career of the illustrious and talented actress is picturesquely described with the aid of numerous portraits.

"The Naturalist in Australia" is the title of a new work by Mr. W. Saville-Kent, F.Z.S., author of "The Great Barrier Reef of Australia," which Chapman & Hall will issue at once in a handsome volume illustrated with numerous collotypes, colored plates, and pictures in the text.

Grant Richards has ready the first volume of what is intended to be an annual publication. It is to be called "Politics in 1896," and will be edited by Mr. Frederick Whelen. The book will contain among other things general retrospects of the year by Mr. H. D. Traill, Mr. H. W. Massingham, and Mr. George Bernard Shaw. The section on foreign politics will be by Mr. G. W. Steevens, the article on the navy will be written by Mr. H. W. Wilson, and that on the army by Capt. F. N. Maude.

The first number of The New Century Review, "a monthly international journal of literature, politics, religion and sociology," has made its appearance. Among the contributors are such well-known writers as

Mr. Justin McCarthy, Mr. S. Baring-Gould, Mr. Moncure D. Conway and the Rev. H. R. Haweis, while the subjects discussed range from the presidential election in America to poor-law reform, with a rather pretentious paper on "William Morris," and some short reviews thrown in by way of literature.

NEW BOOKS.

CANADIAN.

SMITH, GOLDWIN—Guesses at the Riddle of Existence, and other Essays on Kindred Subjects. Cloth, \$1.25. Copp, Clark Co., Ltd.

BARRETT, WILSON—The Sign of the Cross. Paper, 75c.; cloth, \$1.25. Copp, Clark Co., Ltd.

GRIBBLE, FRANCIS—The Lower Life. Paper, 75c. Copp, Clark Co., Ltd.

KIPLING, RUDYARD—The Seven Seas. Cloth, \$1.25. Copp, Clark Co., Ltd.

COLLINS, WILKIE—Antonina; or The Fall of Rome. Paper, 20c. Copp, Clark Co., Ltd.

MERRIMAN, HENRY S., AND S. G. TALLENTYRE—The Money Spinner and other Character Notes. Paper, 75c. Copp, Clark Co., Ltd.

WELLS, H. G.—The Wheels of Chance; a Holiday Adventure. Paper, 75c. Copp, Clark Co., Ltd.

BESANT, WALTER—The City of Refuge. Paper, 75c.; cloth, \$1.25. Copp, Clark Co., Ltd.

DICKENSON, EVELYN—Sin of Angels. Paper, 75c.; cloth, \$1.25. Copp, Clark Co., Ltd.

MEADE, L. T.—A Girl of the People. Paper 75c.; cloth, \$1.25. Copp, Clark Co., Ltd.

MUDDOCK, J. E.—Without Faith or Fear. Paper, 75c.; cloth, \$1.25. Copp, Clark Co., Ltd.

MITFORD, BERTRAM—The Sign of the Spider. Cloth, \$1.25. Copp, Clark Co., Ltd.

TWAIN, MARK—Tom Sawyer, Detective. Cloth, \$1.25. Copp, Clark Co., Ltd.

TWAIN, MARK—A Tramp Abroad. New edition. Cloth, \$1.25. Copp, Clark Co., Ltd.

STUART, ESME—Arrested. Paper, 75c.; cloth, \$1.25. Copp, Clark Co., Ltd.

ROSS, RONALD—The Spirit of the Storm. Paper, 75c.; cloth, \$1.25. Copp, Clark Co., Ltd.

BLACK, CLEMENTINA—The Princess Desiree. Paper, 75c.; Cloth, \$1.25. Copp, Clark Co., Ltd.

FANCY GOODS AND STATIONERY.

A SPLENDID RANGE OF FANCY GOODS SAMPLES.

A REPRESENTATIVE of this paper was given a look over the new samples in fancy goods just being opened February 6 at Warwick Bros. & Rutter's. The display this season is magnificent, and the trade can hardly fail to appreciate the new appropriate goods by the best German, French and other European manufacturers.

First, a word about albums. The trade in these is showing strong signs of revival, and one can well understand why. The new albums are both tasteful and original. The malachite covers are the very latest style and most attractive in finish and appearance. One line is a two-volume design with morocco binding like an ordinary book and will take well. There are other novelties in albums, and styles to retail at \$5 and other prices are in great variety. Altogether, the new albums will tend greatly to stimulate the revived trade in them.

A range of celluloid figures on ebony pedestals comprise some beautiful ornaments. The figures are graceful and artistic and the retail prices are not high. In bronze and metal ornaments there are some striking new lines. The bicycle models appear to be in favor. The combinations of bronze and brass shown both in ornaments and plaques comprise many new ideas. The animal designs are especially good. A line of small oil paintings in brass frames will attract. One ornament on brass stand is a bicyclist with a real miniature bike, rubber tires and all.

We noticed an inexpensive line in malachite ware, comprising candlesticks, taper stands, card receivers, watch stands, etc., which are admirably adapted to sell. The retail prices would not go over 50c., and the combination of malachite and brass is very pleasing to the eye. In the same class, as to price, might be mentioned brass goods, such as ash trays, pin trays, etc., very tasteful, the use of the tennis racket in miniature being popular. There is a wide range in polished brass goods, ink bottles, etc., with local views when ordered in sufficient quantity. An extensive line of bags and companions in leather, morocco, etc., shows some new shapes and styles. In boxes also, celluloid, leather and plush, there is a well selected display.

A trifle, but a good one, bears mention. It is a penwipe, the top an imitation tiger-skin rug, the animal figure being very well done. It will retail at 10c. A line of purses, in several shapes of knitted colored silk, is excellent. A traveling photo case, retailing easily at \$2, is very attractive for wedding presents. There is a fine line of atomizers and

scent sprays in glass, china, bisque, all highly ornamented. Leather-cornered blotters for the library table or desk are in many sizes, at prices retailing from 75c. up. Brush sets for the wall on wooden brackets, oak and other artistic woods, range from \$1 retail to \$3. The display of glass photo stands contains a novelty, a stand for one cabinet size and two cartes de visites, retailing at 75c.

In clocks the various kinds comprise some handsome and not too expensive novelties. Those in china, dresden and bisque are, in sizes and shapes, models of taste and beauty. An ebony owl, with the face a clock, is unique. A large gold-plated alligator, with a clock, is another fine specimen of the new ideas. In fact, special mention should be made of the marvellous ingenuity shown in the use of certain animal figures, such as the elephant, the alligator, the snake, etc., this season. A brush holder for the wall is an ebony elephant's head, with ivory tusks; the alligator, gold plated, is used in glass ink stands, candlesticks, dinner gongs, etc. An elephant, in ebony, is made up into a clock, and at every turn one noticed the striking effects produced in these animal figures. One or two trifles impressed the visitor as he glanced from table to table loaded with the choicest selections of new goods: A combination pen rest, ink bottle and wipe done in wood and gold, a gold-plated house, small, containing a self-winding tape measure.

Among other lines, not yet unpacked, are: A very superior line of high-class London-made leather goods as sold in the best trade; tourist cases, writing desks, portfolios, jewel cases, etc., etc.

These goods have all been bought from the very best houses in Europe, are the latest things in the fancy goods trade, and give Canadian houses a chance to show the most attractive goods that will easily command their prices.

PENCILS.

A large consignment of the Queen City pencils is reported by the Copp, Clark Co., Ltd.

NERLICH & CO.

Mr. H. Nerlich, Jr., has returned from the European markets and reports business very brisk there. The firm, as already announced, are showing a full line of sporting goods this season. In present trade, besides these, there are now being shown, alleys, hammocks, waggons, etc., and some novelties.

A capital article, retailing at 10c., is a new celluloid top which is started by blowing

through one end. It goes rapidly for some time and is an attractive toy.

A big stock of paper lanterns now on hand to choose from, and every variety is represented.

A handsome toy to retail with good profit at \$3 is a combined drum and trumpet. It is not a noisy thing, but really pleasing and will be intensely appreciated by youngsters.

Nerlich & Co. are making a great strike this season with their line of glass boxes. The values are better, and great pains have been taken with the painted designs which are very artistic in floral and other effects. A novelty in shape is a three-cornered box which will retail at \$1 and is an attractive line. A new photo holder to retail at \$1.50 is another novelty, and the shapes generally show originality.

THE H. A. NELSON & SONS CO., LTD.

The complete line of samples specially selected by Mr. C. H. Nelson in Europe are now in, and will be on the road in a few days to take import orders on. Never before has so fine an assortment of novelties for the holiday trade been gathered together by any one firm. The assortment of dolls, toys, albums, chinaware, rubber toys, fancy glassware, trinket holders, fancy boxes, photo frames, etc., are really very fine, and prices are lower than ever on most goods. The trade generally would do well to see this collection before placing their orders.

The general line of sporting goods, tennis rackets, balls, base ball sundries, mitts, clubs, masks, etc., lacrosses, hammocks, etc., etc., is very complete. The Nelsons have made an arrangement with the largest American manufacturer to handle their line of velocipedes and tricycles; the line is extra fine quality and the trade should at least sample them.

Fine fishing rods, baits, lines, etc., are fully stocked.

The H. A. Nelson & Sons Co., Ltd., spring catalogue will be ready for issue after February 17th. Write for one; they cost you nothing.

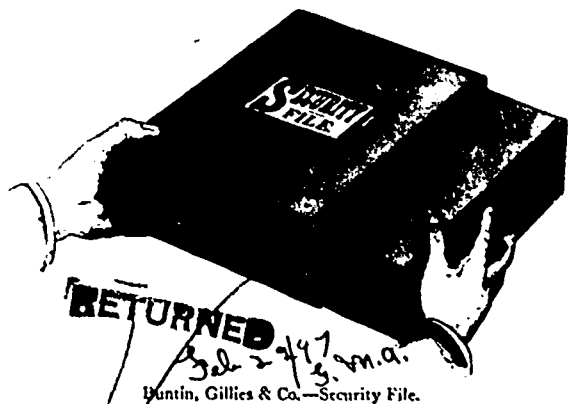
STATIONERS' NOVELTIES.

Among novelties which will interest the trade seen this week at Warwick Bros. & Rutter's is the Safety document file, extremely useful to lawyers and other professional men. It has enameled metal case with strong manilla pockets, separate and removable, and it locks securely. It so works that an index shows the contents. The Cosmos pencil sharpener, in brass, another new article, will retail at 10c.

Another shipment of the Common Sense files has been received by this firm, and orders can be filled promptly.

SECURITY FILE.

Among the many popular files now on the market none is better suited to meet the wants of those in need of such an article than the "Security," as shown in cut herewith. It is made of first-



class materials throughout and is absolutely dust proof. It contains no wires, staples or clasps; no sewing, folding or binding of documents is required, and it affords a means of ready reference without mutilating the letters. Retail at 75c. Wholesale from Buntin, Gillies & Co., Hamilton, at \$5.40 per dozen.

NO MORE TO BE HAD.

We mentioned in last month's issue the fact that Buntin, Gillies & Co., Hamilton, had issued a handsome calendar. The firm has since received a great many requests for them; so many, in fact, that the supply failed to hold out, and the firm regrets exceedingly that it was compelled to disappoint a number of applicants. Moral: Advertise in this journal; it is read.

ENLARGING.

J. B. Rolland & Son, Montreal, find their present premises on St. Vincent street too small. They have rented the warehouse on the corner of St. Paul and St. Sulpice streets. It is their intention to have in this warehouse all their stock of paper, while the old premises on St. Vincent street will remain the stationery department. The new warehouse is well adapted for storing paper, as all the floors are supported by rows of iron pillars, which rest on masonry foundations. The facilities for shipping are much improved and orders can be attended to more promptly.

ARCHITECTS' SUPPLIES.

The Brown Bros., Ltd., call the attention of the trade to their extensive stock of architects' supplies, such as drawing papers, either in Imperial or Double Elephant size, in rough, medium or smooth and also continuous rolls

of Imperial tracing cloth which is the best on the market, and Rowney's celebrated tracing paper, sizes 20 x 30 and 30 x 40 inches in one quire rolls, also continuous in rolls of 24 yards. They also carry in stock blueprint papers in 42, 36 and 30 inches, and can supply on short notice anything required by architects or surveyors. The Brown Bros. have a line of shipping tags which it would be to the advantage of the trade to handle, as the stock is good and prices very low. They also carry Little's celebrated ribbons and carbon paper for typewriter use. Higgins' celebrated waterproof drawing inks can be had at the Brown Bros., Ltd., in all colors. These inks have taken the place of

the old-fashioned India inks, and every stationer and artists' supply house should carry a line in stock.

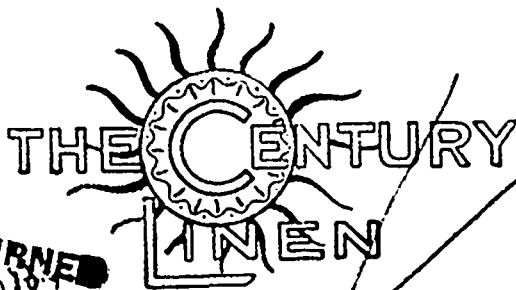
The Brown Bros. have just opened a large line of document, cash and stamp boxes, Standard and Favorite files, rubber damping sheets, ball programmes, cords and tassels, pencils, etc.; score cards for progressive games, also a new toilet fixture for plain or perforated papers, finished in either nickel or bronze. This is something not only new but the best that has ever been placed on the market, and should be in every up-to-date house.

NEW OFFICE DRAWER PARTITION.

Morton, Phillips & Co., Montreal, are showing an improved office drawer partition. It is made of tin and is arranged so that any two sheets can be easily coupled together. It is a great improvement on the old wire partitions.

CENTURY LINEN.

The Century linen writing paper made by



Buntin, Gillies & Co.—Century Linen.

Springdale Paper Co., of Westfield, Mass., for which Buntin, Gillies & Co., Hamilton, are sole Canadian agents, continues to retain its hold on the affections of business

people, as well as users of fine stationery for private correspondence.

It can be had in a multitude of forms, including four sizes of tablets (the new one being No. 419, size 5 3/4 x 9 1/4), three sizes of folded note paper, six sizes of envelopes, in addition to all the regular lines of commercial forms (note headings, letter headings, memorandums, statements, etc.) Honest goods throughout at a medium price.

GEOGRAPHICAL GLOBES.

A complete line of geographical globes is shown by the Copp, Clark & Co. The globes are in several sizes and various prices, and are suitable both for educational purposes and in the office or home. Each series is very clearly printed and the location of all principal cities, rivers, mountains, lakes and



The Copp, Clark Co.—Globes.

boundaries is readily found. The latest coast surveys, ecliptic, equation of time, and steamship routes, with the number of days sailing from port to port, are also shown. There is nothing to get out of order, and the surface of each is so prepared that a damp cloth will remove finger marks, etc. The wire stands are very suitable and the metal stands are richly gilt or nickeled, of handsome appearance, substantial, very light and durable.

EAGLE PENCILS.

The Eagle pencils and penholders, assorted, in boxes, are shown by Warwick Bros. & Rutter. The penholders are in boxes of three dozen, fine gilt tips, the colored Oriental designs making a very attractive article. The Oriental and Persian pencil assortments are in one-half-gross boxes, No. 184, being divided into round and hexagon shapes. The tips are gilt and each pencil has rubber. The fine polish and vivid colorings make these pencils very pleasing to the purchaser's eye.

NEW LINES.

A pencil and penholder combined in white metal to retail at 5c, is a new line with the Copp, Clark Co., Ltd. There is a good demand for the new automatic pencil, retailing at the same figure, each pencil having a box of leads.

WALL PAPER AND DECORATIONS.

A MILLIONAIRE'S HOUSE.

CLAUS SPRECKELS, the California sugar king, is building a house for himself that will cost \$6,000,000. There are to be five bathrooms in it which are to cost \$10,000 apiece, and one of them has been decorated under the personal supervision of Mr. Spreckel's daughter. Considering the amount that is being spent upon it, it is very small, the dimensions being $7\frac{1}{2} \times 8\frac{1}{2}$ feet. The floor is laid with mosaic tile in neutral tones, the dado with tiles of ivory tint. On the side above the bath is a decorated panel composed of six inch tiling. It represents a bathing scene in rich colorings and done in relief. The scene is set in a rococo frame. The one window in the room is of stained glass and the door is of heavy oak, the ceiling is also tiled with embossed goods, and from the centre is suspended an electric chandelier. —The Wall Paper News.

COLOR IN INTERIOR DECORATIONS.

In the trades or professions covering the subject of interior decorations, color is the one prime, essential necessity, says an upholstering contemporary. Quality is all right in its way, good design is desirable,

but everything may be undertaken and the work be a failure unless the coloring is correct. The man who will deny this is the man who realizes that his discernment of color harmony is defective.

In undertaking the furnishings of a house, the character of a design period is to be the last thing to consider. We would say first, in determining upon the colorings of the various apartments, give us a glance at the frocks and the smart dresses worn by the ladies of your household, for it is a reckless jump in the dark to attempt any lasting success if we furnished any colorings which, although for the moment pleasing to her, were of a character which, by long experience, she had learned to dislike.

A woman who is once told that she looks badly in red will learn to detest that color. The phlegmatic gentleman, whose clothes are of sombre hue, and would be happy in an Oriental room, would be like a fish out of water in pale blue and rose colors.

But, of course, it is quite impracticable to look through a woman's wardrobe, so the next best thing is to judge of her colorings by her complexion.

The subject is well understood by the milliners, also by decorators of the better

class, and the decorator who can detect at a glance the colors to which a woman is predisposed, has clearly a great advantage in the making of a sale and the giving of permanent satisfaction.

In this country the scientific knowledge of color atmosphere in the home is but little understood, but in the older countries time and experience have given to one's interior surroundings distinctive colors for the people. The yellows, and sharp reds, and dark blacks, which are adopted so generally by the Chinese, are colorings that are simply suited to their complexions. To the darker races in the Orient we find, again, colors which are specially harmonious colors which we have learned to regard as Oriental colorings. They have become a national characteristic. As we go further north, to the Mediterranean, we find the coloring again changes, and as we reach far Russia, Norway and Sweden, where the complexions are paler, we find, again, the tints essentially different throughout everything in the way of apparel and decorations. In this country we are of a cosmopolitan class. There is no distinctive trait, and our selections must be adapted to individual needs.

WALL PAPER NOTES.

M. Staunton & Co. report themselves

There are other
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Capacity, 60,000 Rolls Per Day.

WALL PAPER AND DECORATIONS (Con.)

satisfied with the state of trade. They are busy shipping goods, and expect to despatch all present orders in a few weeks.

Colin McArthur & Co. report a very busy season. They are especially busy at present, as all the spring orders must be shipped by the first of March. Every day new orders are coming in, which, added to the orders already booked, keep their factory running at its full capacity.

Watson, Foster & Co. are now in their new offices and factory. Everything is not finally settled yet, though the factory has been running steadily for some time now. There is still much planning and arranging of details to do. When all is finished this will be one of the most complete wall paper factories on the continent.

There is some trouble over the will of the late Wm. Campbell, of New York. It will be remembered that Wm. Campbell & Co., one of the largest wall paper firms in New York, stayed out of the wall paper trust and fought against it. Prior to his death, Mr. Campbell gave \$100,000 worth of stock each to Mr. Dyall and Mr. Temple. The will is being disputed by the family to recover this. The suit of the daughter, if successful, will give to her the control of the business, which was left to Mrs. Ash, Mr. Campbell's housekeeper.

CERTAIN TRADE GRIEVANCES.

Editor BOOKSELLER AND STATIONER.

SIR,—I have had in my mind a desire for some time to write to you. I choose this time for fulfilment of the said desire. In *The Toronto Globe* ("the paper") I read the following in connection with the public accounts on the 19th of January, 1897: "The P. O. receipts were \$2,964,000, and the expenditures \$3,665,000, a deficit of \$701,000. The expenditure during 1896 was the largest in the history of the Department."

Comment 1st.—At the present time many P. O. clerks are working, not for the public, but for the enrichment of the publishers' pocket. The clerks canvas for daily and weekly papers, and have the papers come to the P. O. free, and it takes a lot of work to handle those papers daily, and if this work could be stopped the P. O. could do with far less clerks, and thus make the P. O. pay for itself.

2nd.—Should the P. O. clerk be allowed to canvas for dailies and weeklies, and thus take the profit from the bookseller? I think this is doing an injustice to the newsdealer and should be put a stop to. If the P. O. clerk is allowed to do this kind of work he can do a great injury to the trade.

3rd.—School teachers. During last year at the opening of the public school of a certain town, the teachers told their pupils

at one of the schools to buy their school books and supplies only at —'s of that town, and thus the other dealers had to suffer the loss. Do you know how to put a stop to this work on the part of the teachers? The above is only one of the faults of the P.S. teachers.

4th.—P. O. vendors: Now that a new Government is in power would it not be wise for them to allow those who sell stamps a commission of 5 per cent. instead of as now 1 per cent., or else give us the same commission as we were allowed before, 3 per cent.? It is well worth twice the amount, and it will make up partly what we lose through selling them. What do you think of it, Mr. Bookseller?

Jan. 29, 1897.

A BOOKSELLER.

[For comments see elsewhere. Ed. B. & S.]

FEBRUARY MAGAZINES.

THE Canadian Magazine has a good politico-biographical article, with portrait, by Dr. Geo. Stewart, of Quebec, on "The Premiers of Quebec since 1867." Perhaps the feature of the issue is in the mining articles. There are three of them, by Lieut.-Governor Mackintosh, C. Phillips-Wolley, and Hamilton Merritt and many illustrations accompany them. Mr. Frank Yeigh gives a character sketch of Sir Wm. Van Horne. The poetry and fiction are, as usual, excellent. Mr. David Christie Murray's fine papers on "My Contemporaries in Fiction," are continued. The department for literary reviews contains one or two contributions from well-known critics, and the editor, with judgment we think, has set the matter single-column the full width of the page. The Canadian is a worthy periodical; it combines with much skill the class of article we look for in the reviews, and the lighter programme of the fiction monthlies. It is distinctly Canadian without being provincial; it does not compete directly with any other magazine, and in these things, we believe, rests its strength.

Outing is a capital number. The opening tale "Under the Snow" is by the well-known Canadian writer, William Bleasdel Cameron; Ed. W. Sandys, another Canadian (a brother of "Lady Gay" of *Toronto Saturday Night*), writes on settlers; "Way Beyond the Saskatchewan" is a story by Therese Guerin Randall; the sporting records are there as usual.

The Review of Reviews (New York edition) deals editorially with Anglo-American arbitration, with the Monroe doctrine as regards the Nicaragua Canal and other subjects as interesting to Canadians as United States readers. Francis A. Walker, the eminent metallurgist, whose recent death has brought his career into notice, is the

subject of a character sketch. Chas. D. Lanier has a lengthy sketch of Rudyard Kipling. The review and magazine articles dealt with contain many topics interesting to Canadians.

The *Hesperian* is a western quarterly (A. N. Menil, 7th and Pine streets, St. Louis, Mo.; 15c.; 50c. per year), noteworthy for its modest, effective effort to embody current thought. The issue February-April contains a frank estimate of Mrs. Humphrey Ward; "Should the Poor Marry?" is the moral and economic aspect of a modern problem; the poetry of William Morris is the piece de resistance. The *Hesperian* is for the student, the critic, the average reader, and any one of these getting a single issue would want the rest.

Lippincott's complete novel is "Under the Pacific," by Clarence Herbert New, one of the very best "modern-marvel" stories we have read in a long time. There is a poem by Julian Hawthorn. The second paper on "Marrying in the Fifteenth Century," by E. B. Stone, is a delightful view of this feature in the famous Paston letters. F. A. Doughty's article, "The Southern Side of the Industrial Question," is very valuable.

The January Strand contains Conan Doyle's "Life on a Greenland Whaler." Grant Allen has another episode in the career of an African millionaire; Henry W. Lucy has another inviting sketch of Parliamentary life. "A Child's Memory of Gad's Hill," by Mary A. Dickens, is deeply interesting.

For Canadian readers perhaps the most attractive article in *The Century* is "Places in New York," a fine study of present-day New York, a city so many of us love to visit. Capt. Mahan writes on "The Battle of Copenhagen," and considering how bitterly the United States felt over this episode, the account is most fair. Another feature which will attract Canadian taste is "Recollections of Samuel Lover," by his daughter. "Why the Confederacy Failed" is a symposium of opinion upon Mr. Rose's article in a recent issue. This, too, will greatly interest Canadians. The magazine, in other respects, is, as always, up to its high standard.

Frank Leslie's Popular Monthly (25c.) maintains its place as a fine family periodical. There is a colored frontispiece: "Life in Russia," by Sophie Friedland; "Pennsylvania University"; "Father John," a continued novel, by Edith Sessions Tupper; "Stories of Cats," illustrated; "General Robert Lee," one of a biographical series, a young people's department, and many other attractions.

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NEW BOOKS REVIEWED.

BURKE'S CHUM.—By Mrs. G. Forsyth Grant. W. P. Nimmo, Hay & Mitchell, Edinburgh. Cloth, 2s. 6d. This lady, we believe, is a daughter of the late Hon. John Beverley Robinson, of this city. The book is a healthy story of school life, and delineates boy character with much skill. The incidents are simple, and there is no trace of sensationalism, but any manly boy will like the tale. It is beautifully bound in red and gold with gilt edges, and makes a handsome gift.

THE PALADINS OF EDWIN THE GREAT.—By Sir Clements R. Markham, K.C.B. A. & C. Black, London. Cloth, 5s. It is impossible to speak too highly of this book. In the form of fiction the author has presented a remarkable picture of England in the Saxon period, founding the story upon the Chronicle of Bede, and filling in details with a careful historical method which places the narrative much above the modern efforts of the same class. There are some good illustrations, showing a desire to reproduce the costumes and life of the period. The notes added to the book and the map of Deira increase its historical worth. The binding is very attractive.

THE UNJUST STEWARD, OR THE MINISTER'S DEBT.—By Mrs. Oliphant. W. & R. Chambers, Ltd., Edinburgh. This is a charming story by a talented — a Scotch tale minus the inevitable dialect. The minister owes money which the creditor, in his will, had wiped out. But the creditor's heirs and the minister's conscience, think otherwise. It would have settled itself if Elsie, the daughter and a fine Scotch lass, would accept the heir in marriage. But, worthy as he is, she prefers her lover, a modest student. He becomes a distinguished man of science and cuts out the heir.

THE JUGGLER AND THE SOUL.—By Helen Mathers. Sketington & Son, London. A somewhat gruesome story told with power and illustrating the supposed discovery by Mr. Sabine, an amateur experimentalist, of bringing a dead person to life by infusing the blood of another into his veins. It will be read by those who like to sup upon horrors, although the details of the mystery are given with a certain reserve and without unnecessary fearfulness. But the effect on the imagination is the same.

THE BRITISH FLEET.—By Commander Charles N. Robinson, R.N. Geo. Bell & Sons, London. Cloth, many illustrations. Probably no book has recently been published on the subject which is of so popular

a character as this. It specially aims to give a general view of the origin, character, functions, organization and administration of the British navy. The author thoroughly understands his subject, has secured competent collaborators, and drawn upon the best source for his information. It is written brightly and pleasantly. The author places as a basis of his whole record the statement (which we in Canada recognize to be true) that the rise of the navy is no mere accidental element in the growth of the Empire, but is an indispensable factor in the security and power of British rule all over the world. Beyond this, the book has no "moral" to inculcate. It is chiefly a brilliant record, which many readers in Canada will peruse with interest, and will wish to have on their bookshelves. Every boy with the spirit of his ancestors in him should be induced to dip into it. The illustrations are very numerous, about 150, and reproduce battle scenes, old and new vessels, and form a capital set-off to the text.

THREE FOYS IN THE WILD NORTH LAND.—By Egerton R. Young. Wm. Briggs, Toronto. Cloth, illustrated. One may compare this book with others of a similar character published abroad, in the interest of the story, the illustrations and the binding, and fairly conclude that in no single respect is it a whit inferior. It is thoroughly Canadian in spirit and material, and a readable, proper book for boys. Mr. Laughlin's illustrations are vivid and artistic.

GUESSES AT THE RIDDLE OF EXISTENCE.—By Goldwin Smith. Copp, Clark Co., Toronto. Cloth, \$1.25. Anything from Mr. Smith's pen finds many readers. Some of the essays in this volume are reprinted from the current reviews which are never seen by the general reader, and they embody the author's views concerning "life, death and that vast forever, which touch so nearly every thinking man or woman to-day. There has, of course, been already much controversy over these papers of Mr. Goldwin Smith, and the orthodox theologians have been writing against him. With the disagreements between critics and authors we have nothing to do. There are doubtless theological, as there are political, opinions of Mr. Smith, with which the majority may not agree. But he writes in a spirit of the greatest tolerance, and the views of a cultivated intellect and a matured judgment possess a value altogether apart from their possible antagonism to the religious tenets of particular churches. Mr. Goldwin Smith, one judges from this book, retains unimpaired the marvellous charm of style which

has given him a high place among the writers of this century. The essays are evidently composed with great care, and the book is certainly one of the most delightful that have issued from the press in recent years. We cannot suppose that any Canadian city or town contains less than a dozen or twenty persons of sufficient culture who will want to read, and read again, "Guesses at the Riddle of Existence."

PUBLICATIONS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE.—These are issued fortnightly, in paper covers, the page-numbers running consecutively to allow of several being bound together, and the subscription for the annual series is \$6, the prices of single issues varying from 15 to 35c., according to length and importance. We have had occasion regularly to direct the attention of booksellers to them, as they include papers by writers of authority who deal with economic, social and political questions that are of daily interest in these times. Four of the most recent issues are—"The First Apportionment of Federal Representatives in the United States," by Prof. E. J. James, of Chicago University (35c.), a highly interesting study in politics; "Crime and the Census," by Prof. Falkner, of Pennsylvania University (25c.), a statistical treatise on a subject on which information is scarce; "Values, Positive and Relative" (35c.), by W. G. Langworthy Taylor, of Nebraska University; "Current Transportation Topics," by Dr. E. R. Johnson, Pennsylvania University (15c.), dealing with some practical questions affecting railways and rates, of considerable interest to Canada as well as the States.

SNAP SHOTS FROM BOY LIFE.—By F. C. T. O'Hara. Wm. Briggs, Toronto. Cloth, illus. Our last issue contained a reference to this book, just then issued from the press. The author, who is Sir Richard Cartwright's private secretary and a Canadian, spent some years on the American press, and the volume contains the substance of a series of articles contributed originally to The Baltimore Herald, when the author was on the editorial staff of that journal. They found such favor with the readers of The Herald that Mr. O'Hara was strongly urged to issue them in book form. The illustrated initial letters and the cover design of the present volume are by Mr. Astley Palmer Cooper, one of the cleverest artists on the American press. The book is a bright, clever production. It is a series of direct talks to lads about reading, studying, smoking, alcohol, and many other features and habits of a boy's career. There is much sense and manliness displayed, and, above all, the discussions are interesting, set off by flashes

of real experience, the result of a journalist's acute observation.

THE WARDEN OF THE PLAINS.—By John Maclean. William Briggs, Toronto. Cloth, illustrated, \$1.25. This is the latest of Mr. Maclean's Northwest books, which are already favorites. The stories in this volume are redolent of the western life. The descriptions, especially of the men and women of various types, both whites and Indian, to be found there, are very vivid.

WHAT WOULD THE WORLD THINK? By Octavia Clouston. Dodworth Publishing House, New York. Paper, 50c. A modern story of a woman who goes astray, but whose daughter possesses character. It is, no doubt, a true picture of certain phases of American society, and the fortunes of Helena will be followed with keen interest.

A GIRL'S LOYALTY.—By Frances Armstrong. Copp, Clark Co., Toronto. Cloth, illustrated, 5s. This is a well-named story, and the plot is as taking as the title. Mouse is a fine girl, and in her surroundings, a picture of pleasant English social life, contrives to make others happy, and finally lands in the arms of her chosen lover.

LAYS OF THE SCOTTISH CAVALIERS AND OTHER POEMS.—By Prof. Aytoun. Wm. Blackwood & Sons, Edinburgh. Cloth. A charming little edition, tastefully bound in brown and gilt, of Aytoun's favorite verses. There are so many sons of Scotsmen in Canada that a bright inexpensive edition of these patriotic poems will prove welcome. As a gift book for birthdays and holidays it will exactly meet the wishes of Scotch parents.

THE SEVEN SEAS.—By Rudyard Kipling. Cloth, gilt top, heavy paper. D. Appleton & Co., New York. This beautiful book, Kipling's latest poems, is in every respect a marvellous performance of printing and binding. The poet himself steadily wins his way with the modern reading public on this continent. Among young men he is an especial favorite. The vigor of sentiment strikes many who are weary of the conventionalism of modern verse. These sea lyrics are studded with gems.

If blood be the price of admiralty,
Lord God, we ha' paid it in!

From the trade standpoint, books of this sort are the ones to sell. There is a profit on them. The old women (of both sexes) who frequent department stores, do not demand books of this kind. They are looking for pirated editions of standard authors on cheap papers, illy-bound. Messrs. Appleton should have a large sale for this fine book in Canada.

NORWEGIAN PICTURES.—By Richard

Lovett, M.A. Cloth, ornamented cover, gilt edges, illustrated, 8s. The Religious Tract Society, 56 Paternoster Row, London. This is one of the beautiful Pen and Pencil Series. The pictures constitute a perfect panorama of Norwegian scenery, and the reading matter takes us in an easy descriptive tour over the country. It is an admirable gift book for a wedding present, or a volume for the library table.

ROME AND ENGLAND, OR ECCLESIASTICAL CONTINUITY. By Rev. Luke Rivington, M.A., Magdalen College, Oxford. Burns & Oates, Ltd., 28 Orchard street, London, Eng. There has been proceeding in Canada for some months an active controversy on the question of Anglican orders and the cognate issues which arise out of the relations between the churches of Rome and England. Even now discussion is going on in the Toronto and Montreal press. This book is the latest contribution to the subject, and Protestant laity and clergy who wish to read the Roman Catholic view will find in it Mr. Rivington's arguments. The historical argument is brought out with skill. The author denies the identity of the Anglican church before the Reformation with the church of the last three centuries. He writes fearlessly and ably. As far as Canada is concerned, the book is extremely opportune, and we advise our readers to bring it to the attention of the Anglican controversialists in their several districts.

THE THREE MUSKETEERS.—By Alexandre Dumas. Cloth, illus., 3s. 6d. Walter Scott, London, Eng. For a one-volume edition of this famous novel it would be hard to surpass this. The type is clear and large and the illustrations by T. E. Macklin are very fine. There is a splendid photogravure of Dumas as a frontispiece. As a popular edition it is not surpassed, and at the price will find readers both of expensive tastes and those who consider the cost of a book.

THE LIFE OF MICHAEL ANGELO.—By Herman Grimm. Little, Brown & Co., Boston. 2 vols., 8vo., maroon cloth, gilt top, \$6. The publishers have issued a neat leaflet describing this truly magnificent edition of a standard work. The bookseller had better write for it, and to appreciative book-buyers be able to describe the work and thus secure orders for it. They may safely vouch for the edition being in every respect what it is described to be. As a specimen of bookmaking it is in the first class, and the forty photogravure plates have been selected, not merely from Michael Angelo's famous paintings and sculptures, but from other Italian masterpieces. The Life itself is the accepted authority in recent times, and nowadays at least one member

of a family is devoted to art. The publishers' leaflet, to which we have referred, contains the list of illustrations, and a copy of the work is a safe investment. It is a new edition, specially prepared for holiday sale. Each volume has a cloth cover for reading purposes and to preserve the handsome gilt design from being soiled. These are the trade aspects of this valuable work, which affords the bookseller an opportunity of offering something new, attractive and profitable.

A GENTLEMAN ADVENTURER.—By J. Bloundelle-Burton. Andrew Melrose, 16 Pilgrim street, London. Cloth, gilt edges, 3s. 6d. We do not remember to have seen in recent years a story based on the Darien scheme. It is one of the saddest episodes in later Scottish history. Mr. Bloundelle-Burton has blended fact and romance with taste, and the adventurous career of the hero is satisfactorily wound up. The book is a handsome gift volume, and the theme is not worn out. It ought to take well in this country.

VIEWS AFOOT, OR EUROPE SEEN WITH KNAISACK AND STAFF. By J. Bayard Taylor. David McKay, 1022 Market street, Philadelphia. Cloth, gilt top, 448 pp., 75c. We strongly commend this book to the trade. These are the days of cheap trips to Europe. The school teacher, the clergyman, or some other local personage is figuring on a trip across the Continent. Bayard Taylor's book is well known in this connection as a charming account of travel abroad. He goes very minutely into the question of tourist expenditure, and there are many hints which the traveler of to-day can incorporate with advantage. The book is very prettily gotten up for such a moderate price.

NEPHELE.—By Francis William Bourdillon. Cloth, \$1. New Amsterdam Book Co., 156 Fifth Avenue, New York. Two souls (musical) with but a single thought, two hearts that beat as one (musically), is the idea worked out in this story. The two cannot marry, and, while expressing their communion of soul through violin and piano, are stricken with brain fever. The man recovers, the girl dies. It is a sad, weird story, appealing especially to persons with a taste for the mystic and sentimental. It is a book to give to a girl.

BILL NYE'S HISTORY OF ENGLAND.—Cloth, illustrated, \$1.25. J. B. Lippincott Co., Philadelphia. It is difficult to decide whether illustrations or text will please the reader most. Humorous works of real merit are few in these days, and Bill Nye was one of the few of recent humorists to produce them. The publishers have

bound the book in scarlet and black, and its appearance and low price will attract persons who are accustomed to absorb their fun from the newspapers. It should prove successful, and the humorist is not farther away from the facts than many historians who profess to be serious.

ENGLAND'S NAVY.—By F. M. Holmes. Cloth, 320 pp., 2s. 6d. S. W. Partridge & Co., Paternoster Row, London. This is a nice, popular book on the navy, its history and services to the Empire. In a general way the technical information is pretty thoroughly given, and for an admirer of the Empire the volume at its very reasonable price will prove attractive. The illustrations are numerous and effective.

THE UNITED STATES OF AMERICA. By Prof. Channing, of Harvard University. Cloth, maps, 6s. C. J. Clay & Sons, Cambridge University Press, Ave Maria Lane, London. This is one of the Cambridge Historical Series. It covers the period 1765-1865, and by Canadian readers, who are often at a loss for a handy and accurate compendium of United States history, it will be well thought of. It is, of course, adapted for students, but the average reader will find it full enough for his requirements.

BUSHY.—By Cynthia M. Westover. 12 mo. white buckram, \$1.50, with 32 full-page illustrations. The Morse Co., 96 Fifth Avenue, New York. Bushy is a wonderful little girl, and, as one of the miners in the western camp where she passed her early years said, "She's a kid in ten million, she is." Her bravery and adventures are related in thrilling pages. It is not often a girl is the heroine of a story of this kind, and the book in get-up is a very handsome one. Bushy is a charming and unique figure, and her hair-breadth escapes are marvelous. We would not be surprised if the tale made a great hit in Canada.

SCOTLAND FOREVER!—By J. Percy Groves. Cloth, illustrated, 5s. George Routledge & Sons, Ltd., London. A stirring story of the French war and Irish rebellion of '98, full of danger and military incident. The hero, a young Scot, with the Highland instinct for fighting, follows his father's profession, and ends it with credit on the field of Waterloo, retiring to a life of domestic peace and happiness. It is an attractive story.

CAPT. COOK'S VOYAGES ROUND THE WORLD.—By M. B. Synge. Cloth, illustrated, maps. Thomas Nelson & Sons, Edinburgh. A more popular edition of Cook's voyages can hardly be imagined.

There are over 500 pages, and the type is clear and large, yet the work is easily handled by the reader. There is a short life of Cook prefixed to his account of his three voyages. In this time of exploration and discovery the voyages of Cook make good reading, and the present edition is finely illustrated and mapped.

A BOOK OF COUNTRY CLOUDS AND SUNSHINE.—By Clifton Johnson. Cloth, boxed, \$2.50. Lee & Shepard, Boston. The talented author illustrates his own pages, which are a delightful picture of New England village and country life. There is a great deal of reality about it, and if the pleasanter phases are brought out more prominently than the unpleasant that is only natural, for the book is calculated to make one more contented with country life. The scenes are not unlike our own Canada, and we can well believe that such writing fulfils a good purpose in showing that city life, now such a drawing card, is not the only sphere for genuine happiness. It is a fine gift-book.

PHROSO.—By Anthony Hope. Cloth, \$1.50, illus. Frederick A. Stokes Co., New York; Copp, Clark Co., Toronto. This novel is even more fascinating than the same author's famous "Prisoner of Zenda." "Phroso" is the pet name of Euphrosyne, the beautiful Greek maiden of the Mediterranean island purchased by Lord Wheatley from her impecunious family. When he goes with a young friend to take possession the islanders resist, and a series of the most exciting and romantic incidents follow. In a nineteenth century setting we have all the marvelous deeds of 200 years ago told as only Mr. Hope seems able to reproduce them without the incongruity of it all striking against the reader's practical sense. He is charmed and amused in spite of himself. We have read the book from start to finish, and it will undoubtedly make a marked sensation. When Wheatley overcomes the opposition of the islanders, in the middle of the story, one is puzzled to see how he can keep the interest going, yet the advent of the Turkish governor simply paves the way for incidents even more startling than before. The illustrations in the cloth edition add much to the value of the book.

THE STORY OF MY WANDERINGS.—By Isaac Levinshohn. Cloth, illustrated, 1s. 6d. Alfred Holness, 14 Paternoster Row, London. A highly attractive description, with copious illustrations, of a Jew's visit to the land of his fathers.

BY THE DEEP SEA.—By Edward Step, F.L.S. Cloth, gilt, 5s. Jarrold & Sons, 10

Warwick Lane, London. This book is altogether delightful. It is a book that will fit into the coat pocket and provide the rambler by the seashore with the means of appreciating the fish, shells and sea plants along the shore. As a companion for the seaside it is indispensable. Mr. Step is a well-known naturalist. He writes for the unscientific, like ourselves.

HELPS IN SICKNESS AND TO HEALTH.—By Henry C. Burdett. Cloth, 475 pp., 5s. Scientific Press, Ltd., 428 Strand, London. This is a medium-sized volume, but it contains a vast amount of information. Nursing, diet, ventilation, the health of children, etc., are all dealt with. It is a splendid book for the home. The health of the average individual would be kept in a good condition if a man or a woman read a book like this.

ROYAL ACADEMY ADDRESSES.—By Lord Leighton. Cloth, gilt, \$2.50. Longmans, Green & Co., New York. These annual addresses of Lord Leighton to the students of the Royal Academy were published shortly after his death, and have been given a warm reception by the art critics in England. The addresses are eight in number. They deal with the development of ancient and modern art, and are rich in historic lore, and the appreciation of the classical models for which this great artist was famed. Not only to art students do they appeal, but to all readers who love a fine literary style and a cultured taste. The book has as yet hardly been sold in Canada, and there are a good many to whose notice it might be brought. It is a beautiful specimen of modern bookmaking and a fine engraving of Lord Leighton forms the frontispiece.

THE PRESBYTERIAN HYMNAL.

Mr. Wm. Drysdale has received a letter from Manager Henry Froude, of the Oxford University Press, containing some interesting news with regard to the new Presbyterian hymn books, which that company are making for the Canadian General Assembly. The book is being issued under the supervision of Revs. Dr. Somerville and McMillan, of Toronto, who were appointed by the committee which is looking after this work. Mr. Froude states that the work is well under way, and promises that they will be the finest hymn books in existence. It is understood that the publishers have agreed to give the Presbyterian Church of Canada a royalty on all the sales. Some of the editions will contain the Oxford Bible and the hymn book combined. Rev. Dr. Somerville and Rev. Mr. McMillan are now on their way home. The books will be ready in March.

Import Trip Announcement

We will this year be a little later than the other houses in visiting the trade, but it will be to the advantage of our friends to wait for our lines of

International Bibles, Toy Books, Gift Books Juveniles, Poets, Calendars, etc.

Our Mr. S. B. Gundy has just returned from a visit to the English market, where he has secured some specially good lines. Last year our great values in Toy Books were fully appreciated by the trade. This year's will "break the record." Mr. Gundy has secured a range of lines from 3 cents up to 35 cents which we will offer at **half the regular rates**.

Do not buy Toy Books till you see our samples.

showing last year's styles. We find February and March quite early enough. The wide-awake Book-seller waits for the International. This year we have some genuine surprises in the Bible line. Wait the visit of our travelers before placing your order. Our full line of samples will not be in for a few days. We will give definite word of the date at which our representative will call upon you. We thank our friends for past favors and hope for a continuance of their trade.

The pre-eminence of the International Bible is shown in the fact that our enterprising competitors deem it necessary to begin their Bible trips in January,

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BOOKS AND PERIODICALS.

THE MONTH.

THE Month is a new periodical devoted to literature, art and life. January, 1897, is the first issue. Here are its own words: "The Month will contain the most interesting portraits of authors, painters and others distinguished in the world of art, together with illustrations of other kinds in keeping with its character. Among its contributors will be many of the first and best-known writers of America. Nor will it close the door to contributors from overseas."

If the first number is any criterion, The Month will be a welcome magazine. Among the contributors to the first number are Frank R. Stockton, Thomas Bailey Aldrich, Dr. W. J. Rolfe, James Herbert Morse and Bliss Carman.

It is well printed on good paper. It is published monthly. It sells at the popular price of 10c. per copy or \$1 per year.

IMPORTANT WORK

Early in February will be published a critical "Review of Historical Publications Relating to Canada" appearing in 1896, together with some of the more important of the publications of 1895. This will be the first of a series

of "University of Toronto Studies in History." The Review is edited by George M. Wrong, M.A., professor of history in the University of Toronto, and among the contributors are Dr. J. G. Bourinot, C.M.G., clerk of the House of Commons of Canada; the Reverend Abbe Casgrain, the well-known writer and professor of history in Laval University, Quebec; Sir J. M. LeMoine, of Quebec; the Honorable David Mills, Q.C., Dr. George Stewart, of Quebec; James Bain, Jr., of the Toronto Public Library; Professor Clark, of Trinity University; Professor Shortt, of Queen's University; Professor Mavor, of the University of Toronto; Professor Coleman, of the School of Practical Science, and many others. The term "historical" will be interpreted in a liberal sense, and books of travel and exploration will be included. In France, England and the United States, as well as

in Canada, works are continually appearing which bear upon the history of Canada. Probably few persons realize the number and range of these works, or the steadily growing interest which the history of Canada is arousing. This review will be a useful bibliography, and as it will be continued annually it will form a permanent record in the field of literature which it covers. The Review will be handsomely printed upon heavy toned paper in large octavo, and will contain about two hundred pages. Price, bound in stiff paper cover, seventy-five cents. Orders may be sent to the publisher, Wm. Briggs, Toronto.

A VOLUME OF VERSE.

The fugitive verse of Mr. John Stuart Thomson, a Canadian at present residing in



Governor Seymour to the Indians in 1862.
From "Overland to Cariboo"

New York, appearing in the magazines from time to time, has attracted not a little favorable comment. We learn that Mr. Thomson has decided to publish a collection of his poems, which, with the title, "Estabelle and Other Verse," will shortly be issued by Wm. Briggs.

NEW STORY BY ANNIE SWAN.

A new story by Annie S. Swan, "Mrs. Keith Hamilton, M.B.," a companion book to "Elizabeth Glen, M.B.," will be added to his Canadian copyright edition by Wm. Briggs during the coming March.

MARITIME PROVINCE POETS.

There surely must be the "aëthylus divine" in the very air that is breathed in our Maritime Provinces. How those Maritimers write! Last issue Sherman's "Matins" and Rand's "At Minas Basin";

this issue Roberts' "The Book of the Native" to review, and the announcement from Wm. Briggs of a poem by a Fredencton lady, Mrs. Currie, to be published under the title of "John St. John and Anna Grey: a Romance of Old New Brunswick," an epic of the U. E. Loyalist settlement times.

DR. JAKEWAY'S POEMS.

A Canadian writer whose patriotic poems—notably "Laura Secord," "Capture of Fort Detroit," "Death of Tecumseh," and others—have frequently been quoted in the press and on the platform, is Dr. Charles E. Jakeway, of Listowel. We have not by any means an overplus of patriotic poetry, and therefore it is matter for congratulation that Dr. Jakeway has decided to commit a collection of his verse to the press. The volume will take its name from the initial poem, "The Lion and the Lilies," a

tale of the Conquest, in six cantos. Among other poems, in addition to those above named, are "Father Domil's Last Mass," "A Canadian Veteran," "Pontiac at Home," "The United Empire Loyalists," "A Story of the Forest." William Briggs is adding this to his list of Canadian poets, already of creditable proportions and being extended this year at a startling rate.

A VOLUME ABOUT HON. CLARKE WALLACE.

Rev. C. E. Perry, of Mimico, a past grand chaplain of the Orange Order, has in publication a book entitled "Hon. N. Clarke Wallace: His Action on the Remedial Bill, and what led up to it." The volume will be issued in popular form at 50 cents.

LAW BOOKS.

Two volumes of "Le Droit Civil Canadien" have already appeared. The third volume is now in press and will be ready shortly. This new work, by P. B. Mignault, is the latest on the subject. It is published by C. Theoret, Montreal. Price, \$5.

ONTARIO SEPARATE SCHOOLS.

A work on the "Legislation and History of Separate Schools in Upper Canada," is

now in the press of Wm. Briggs. The author is George Hodgins, M.A., LL.D., late Deputy Minister of Education, than whom no one more capable for the preparation of such a work could be found. The work covers a period extending from 1841 until the close of Dr. Ryerson's administration of the Education Department in 1876. Its publication will doubtless be awaited with great interest. The book will sell in cloth covers at \$1.25, and in paper at \$1.

THE NATIONAL REVIEW.

The January issue has some very readable



Wm. Briggs, Toronto.

articles, in addition to the "Episodes of the Month," which are, as usual, full and entertaining comments on passing events. Prof. Dicey writes on "Lord Pembroke"; Bernard Holland presents the Catholic view of the Irish education

question: a delightful paper which all Canadians will enjoy who have visited Hampton Court is Hon. Mrs. Boyle's article on "Hampton Court in Bygone Years"; "Modern Nurses" is timely contribution.

TWO NEW NOVELS.

The Toronto News Co. have two new novels, 50c., paper, ready for the trade: "A Noble Haul," by Clark Russell, and "The Jaws of Death," by Grant Allan. Both books have done well abroad, and are new here.

PERIODICAL NEWS.

From the periodical bulletin of the Toronto News Co. we note the following of interest to the trade: The House Beautiful is a new monthly, 10c., the trade price 7c., and returnable. New Ideas and Chatterbox (American) cease to be returnable with the February issue. The Symposium has been merged with The Bookbuyer. The Draught Player's Weekly Bulletin, a magazine for checker players, retails single copies 5c., trade price 3c., and is not returnable.

A BOOK IN GAELIC.

A novelty in the publishing line in Canada—a "real" Gaelic book—is in the press

of that omnivorous publishing house presided over by Wm. Briggs. It is a collection of Gaelic essays to be entitled "Leabhar Nan Sonn," from the pen of Mr. Alexander Fraser, city editor of The Mail and Empire, and the popular president of the Toronto Gaelic Society, a gentleman known, we venture to say, wherever the Gaelic tongue

is spoken in Canada. Two of the essays are critical, the first dealing with the old pre-oceanic mythology of Ulster; the second, a critical estimate of the poetry of our venerable Toronto bard, Mr. Evan MacColl, with a sketch of his life. A number of biographical essays are devoted to men of Gaelic origin who have won distinction in

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SOLE CANADIAN AGENTS.

Canada, particularly in its earlier history. There are also descriptive essays, treating of the domestic and social life of the Highlander in Canada, and contrasting this with his life in Scotland. The book will be issued during the present month, and will be sold at \$1.

THE DOMINION HISTORY.

The contract to publish the Dominion text-book of Canadian history has been awarded to the Methodist Book Co., Ltd., and the Copp, Clark Co., Ltd., as joint publishers. The book is to be printed on good paper, well illustrated, neatly bound, and ready for the schools of the Dominion by September, 1897. This will be the uniform edition for Canada and will retail at 50c. There will be a good many portraits of historical personages, and the story of every province is weaved into the narrative with much skill by the author, Mr. Clement. The frontispiece will be the flag of Canada printed in colors.

THE STRAND.

The good sale of The Strand Magazine is one of the features in periodical trade noted by the Toronto News Co. It seems to suit Canadian taste well.

NEW CROWN LANDS MAP.

The Copp, Clark Co. have in stock the new Crown Lands map of Ontario. It is more compact in size, 54 x 34, than the former map. Both are to be had.

BOOK CATALOGUE.

A twelve-page catalogue of new books for the trade, chiefly fiction, has been issued by the Copp, Clark Co., and booksellers who have not yet received their copy can get one by writing a post card.

BRITISH COLUMBIA YEAR BOOK.

Mr. Gosnell's Year Book of British Columbia will shortly be out. As before intimated, it will cover the history, statistics, politics, and resources of the province. It will be illustrated and contain between 300 and 400 pages. Special chapters will deal with mining and the laws relating thereto. It will sell at \$1.50, cloth, and \$1.25, paper, and, owing to the general interest taken in the same, it will probably have a large sale throughout Canada. Mr. Gosnell's address is Legislative Library, Victoria, B.C.

A FEATURE IN BINDINGS.

Among the pretty bindings which The Copp, Clark Co. are making a feature of at present is to be found "Bog, Myrtle and Peat," by Crockett in pale blue and gilt, uniform with the "Lilac Sunbonnet," and in every respect equal to the bound colonial edition of the same works. The new binding undoubtedly helps the sale.

RECENT NOVELS THAT DO WELL.

The Copp, Clark Co. say that the new novels which are having a good run in Canada include: "The Sowers," by Henry Seton Merriman; Besant's "City of Refuge;" Crawford's "Tarquisara;" Boldrewood's "Sealskin Cloak."

BOOK OF THE NATIVE.

The Book of the Native, by Charles G. D. Roberts, is out in a pretty edition, cloth, gilt top, deckle edge, \$1. Two of the poems "The Wrestler" and "The Forest Fire," strike the critic as charming. The Copp, Clark Co. have the Canadian market.

STORY OF THE NATIONS.

The Copp, Clark Co. have another volume, the latest, in the Story of the Nations Series. It is "British India," by R. W. Fraser, LL.B., I.C.S., a retired official who knows whereof he writes. Dr. Bourinot's "Canada" continues to have a large sale.

SHORT STORIES FOR THE YOUNG.

Two short stories published by Wm. Drysdale & Co., Montreal, are worthy of notice.

"A Boy's Heart" is a story for young children. In a few words, it is the story of a little boy, his love for his dying sister, and a lady's kindness towards them. It is a simple tale told in a simple manner. The boy's careful thought for his sister, and the little girl's cheerful patience in her sickness are good examples to place before the child mind.

Boys would enjoy "Tinkling's Experiences." It is a story of Eton life. Besides the interesting story there is a good moral principle taught—that a "resolved will can

overcome obstacles apparently insurmountable."

HAIGHT'S CATALOGUE.

"The Canadian Catalogue of Books," Part I. has been issued by W. R. Haight, Toronto. It really fills "a long felt want," and is a first instalment of what booksellers have been looking for—a catalogue of all Canadian editions.

A PIECE OF ENTERPRISE.

A wrinkle in getting trade adopted by the Bain Book and Stationery Co., Toronto, is well worth noting. At Christmas Mr. Huestis, the wide-awake manager, turned the "art gallery"—a small, well-lighted apartment at the rear of the store—into a show room for Christmas calendars, cards and booklets. The cards were put on tables, and the calendars decorated the walls. Temporary clerks looked after sales, and the place was crowded. A greatly increased trade was done. Making a special feature like this does attract people and induces them to buy. Mr. Huestis advertised the fact of the display and the people appreciated it. Some expensive goods were sold, because they were well exhibited.

AFTER THE FIRE.

D. McFarlane & Co., Montreal, are in their new warehouse, though it is not yet completely fixed up. Some large orders were on their way from England when their fire occurred, and these, together with American goods, have enabled them to carry on their business without delay. In the course of a few days their warehouse will be completed, and well filled with new stock. Some of the paper damaged by fire will be auctioned off in the Montreal market.

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A BIOGRAPHY OF DR. DEEMS.

Fleming H. Revell Co. will issue shortly an autobiography of the late Dr. Charles F. Deems, the founder and for many years the pastor of the unique Church of the Strangers in New York city, which was prepared by him not very long before his death at the request of his children. To the record of his early life his sons, Edward M. Deems and Francis M. Deems, have added a memoir which embodies the facts of his later life. They have made numerous extracts from journals and diaries which Dr. Deems kept at various interesting periods of his life, and from numerous other writings by, to and about him. These, with his sons' own recollections of their father, are woven into a compact and homogeneous whole, forming a fitting memorial of a man who was a power in his day and generation. Two portraits of Dr. Deems and other illustrations are included in the volume.

NOTES.

Mr. G. S. Wilson, for many years partner and manager of J. C. Wilson & Co., Montreal, and Mr. G. A. Mace, for some years manager of the paper box department, have started business on their own account, under the style of Mace, Wilson & Co., paper box manufacturers.

Mr. W. J. Slater, late manager of the book department of W. A. Murray & Co., and formerly of the T. Eaton Co., has taken charge of the store of the Methodist Book Room. Mr. Slater, though by no means advanced in years, has had an experience of nearly twenty-five years in the book and stationery business, and is widely known and generally popular.

Mr. S. B. Gundy, of the Methodist Book and Publishing House, has just returned from his annual trans-Atlantic trip. We understand he has secured some very taking lines for this year's trade. Bibles, toy books and stationery are the "leaders" of this house for this coming year's business.

LENGTHY EXTRACTS AN OFFENCE.

Smith, Elder & Co., the London publishers who objected so vigorously to Mr. Stead's eviscerating certain of their publications in lengthy reviews, have practically won their suit. When the case came into court, Mr. Stead offered in the terms of the notice of the motion before the court to submit in future to Smith, Elder & Co. proofs of any extracts from their publications, that they might decide if he had overstepped the limits of what they considered the protection of their copyright. It is clearly the right of the owner to say what use may be made of his property, even when it is merely copyrighted property.—Bookseller, Newsdealer and Stationer.

1897

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THE ART OF SELLING BOOKS.

From *The Publishers' Weekly*

THE art of gauging a customer's purchasing capacity is a difficult one, and one that is not always readily mastered. It requires delicate judgment to "size up" a customer. Many times a customer who in reality desires to buy is at first diffident, and may mislead the salesman. The best plan is to endeavor to discover the customer's taste. Unless the salesman can get at this he is likely to waste much valuable time, for it is certainly an absurdity to show a rare edition of Rabelais to a customer who reads only the last novel by "The Duchess" and the like, and vice versa.

"Do you take any interest in biography, history, etc.? Here are several new books by so and so."

This is a leading question, and the expression of opinion that will follow will probably convince the salesman that the customer does not.

"Is there anything special that you would like to see? What class of works interests you most?"

This is another leader, and, spoken casually, as the salesman glances over the counter, will perhaps elicit the reply that works of natural history, or the sciences, are the particular hobby. The road is now clear. Having shown the recent works on the subject, the salesman may ask,

"Have you a copy of Wood's 'Natural History'?"

"No, I have not."

"We have a set of the best edition. If you will step this way I shall be pleased to show it to you."

The salesman puts before his customer the set, and enlarging on it he quotes the price. He also mentions Jardine's "Naturalist's Library," Cuvier's "Animal Kingdom," and others in the same line. Now the chances are that he has struck the right channel, that salesman and customer will come en rapport with each other, and the at first distant customer will become more intimate, and tell what books he has and what he would like to have. It now depends on the salesman's knowledge and ability, having got his customer thus far, to make the sale. He should search through the catalogues for his customer, prepare a list for him—in short, do all he can to assist him, and he may be rewarded as he deserves. If, after all, the customer does not buy, the salesman should be just as serene and happy as when he began. The customer will feel especially pleased if the salesman remarks that when he is ready to purchase he will be glad to wait upon him.

The customer of the opposite style—he of the effusive and demonstrative character, who will look at everything shown him,

praise them highly and seem delighted, but who never says, "I will take it"—is a pitfall to the unwary salesman. This customer wastes much of the unsuspecting salesman's time, and fills him so full of hope and expectation of making a large sale, that when he sees the customer go out with the stale excuse, "I will call again," his disappointment will no doubt be great. Such a customer should be treated with every caution. We have seen piles of books four feet high about such a customer, which the hard-working salesman had brought together from every corner of the store, urged on by the warm-hearted encouragement of his customer.

The salesman should "feel his way." It is singular how he can become an adept in this respect if he trains himself to a close observation of those with whom he comes in contact. We mean this to apply to the general public, not to regular customers whom he constantly meets, and whose peculiarities and tastes he will soon learn and remember. The appearance of the customer may often offer a clue—the professional people generally express their calling by special characteristics, the bibliophile, the novel-reader, the lover of solid reading, can likewise be discovered.

The salesman should be very careful how he meets customers who enter his store. It is a mistake to pounce upon them the moment they enter the door, as though the salesman were delighted at the approach of a victim. Let them get well into the store, and give them time to find out where they are. Having got thus far they should be approached unconcernedly yet pleasantly. No indecent haste should be shown to wait upon them. On this point the salesman should be extremely cautious. Few things contribute more to the loss of a sale than the over-anxious and importunate salesman. He betrays himself the moment he begins, and the customer, as soon as he becomes aware of the salesman's intention, is put on his guard, and is quite likely roused to resent the salesman's importunities. On the other hand, if the salesman, quiet in manner and undemonstrative, yet warm enough to show interest in gratifying the customer's wishes, so impresses himself upon his customer, he at once gains his good-will, and he will be pleased to note the reciprocal feeling of the customer as he unbosoms himself to him and expresses his wants. The moment his desires are discovered, the salesman should show some interest in the customer's inquiries and begin with becoming zeal the pleasant task of getting what is wanted. It is surprising how well such methods work. It softens the crusty customer at once, and endears the salesman to the genially-dispos-

ed; they will attentively listen to what he has to say and take pleasure in looking over such books as he may deem they ought purchase. He should not forget to watch for the proper time to stop and should try to avoid being told to do so. He should not press further when such is the case. Stop.

When he has a good customer who is buying liberally, the salesman should remain calm, outwardly indifferent, however anxious he may be within. This is the test of the true salesman. He should keep the customer warmed up, but not ply him too fast. He must keep in mind what he will show him, before he is through examining what he is looking at. The customer must be led on as if accidentally—as though it were by no studied effort on the salesman's part. The salesman should be quiet in his movements. Nothing is so painful as the rushing salesman, who flies from one end of the store to the other, pulls everything from the shelves, and piles the books about the customer in endless confusion. Such a course is apt to alarm and confuse the customer, who is led to imagine that he is buying up the whole store. The books purchased by the customer should never be piled up where he can see them, as it is a constant warning to him, and he is apt to stop. They should be left where they are shown, or, better still, should be put back, if taken from the shelf or table before the salesman. A memorandum of the purchases should be made as the salesman goes along. He should be careful to show no anxiety here. On the contrary he should treat the whole affair as a matter of daily occurrence. Let him take his customer easily along, who will partake of the same spirit, and perhaps not realize how much he has bought. The salesman should never call upon others to assist him, and should not have the whole staff of the store engaged in bringing all the stock to him. It is better to take the customer to the books, as the salesman can more readily engage his attention by general conversation as they journey about. Besides, it is bad practice to show book after book with out some adequate break, as it is apt to weary the customer if he is fed with good things too fast. He must be held on to, not hurried out. It is good to proceed slowly always, and by easy stages. Many a large purchaser has been stopped in his delightful career by the hasty and over-anxious salesman.

Over-selling a customer is as bad as not

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selling him enough. The easy buyer is apt to fall a victim, and the salesman, therefore, cannot be too cautious in this respect. He should not take advantage of a man's good nature if he knows it, and when he declines, continue to press him till he consents. It may make the sale at the time, and the salesman may congratulate himself, but he may be sure it will have its bad effects; for the chances are that such a customer will, after he comes to himself when out of the salesman's presence, regret his purchase and fight shy of him and his establishment in the future. It is a nice point to know how far to go, but we hold it is better not to sell enough to a customer than to overdo the selling. Not that his buying is to be stopped, if he does it of his own free will, and—some little persuasion on the salesman's part.

The salesman should be cautious in all his transactions. He cannot be too careful in making out his orders for the order department. He should enter on the order books, or slips, whichever is used, the full title of the book. He should not write it in slovenly manner, nor abridge the title if he can possibly help it. He should give all the information he can, especially the name of the publisher, the edition he wants, the binding, etc. The name of the customer should be correctly spelled, and the initials in every case, together with the full address, should be given. It should be completed by stating whether paid, charged, or C. O. D. It must be signed, and then the salesman's part in the transaction may be considered done. The salesman must never fail to make a charge, either by calling it off to the entry clerk, or by making the entry himself in the charge book, whichever is the system adopted. There is no excuse for not doing this. To avoid all possibility of forgetting it he should make it his practice to charge the goods before he makes out any slips. If the customer takes the books with him, the salesman should keep them in his hand until he charges them; then wrap them up and deliver. If the slips are made out first, he runs the risk of having his attention diverted, and of eventually forgetting the charge. If a salesman gets into the habit of forgetting to charge, nothing but an unostentatious funeral will ever cure him of the habit. He may be a loss to his family, but his taking off will be a saving to his employer.

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512. The Law of Legislative Power in Canada. Being a contribution towards a knowledge of the law of the Constitution of the British Empire. A. H. F. Lefroy, Toronto.

THE HALIFAX TRADE.

Andrew Mackinlay, of A. & W. Mackinlay, spoke for stationers and stationery manufacturers when the Tariff Commission met at Halifax. The trade of Halifax wants an ad valorem instead of a specific duty. The average duty paid on English Royal Readers, 22 per cent., is higher than on American by from 5 to 12½ per cent. Speaking of general literature, children's books, etc., he said the duty does not keep the English goods out and they find it cheaper to import than manufacture. In 1878 the duty on books was changed to 6c. per pound. A delegation went to Ottawa and the result was a change to 15 per cent. ad valorem. The last change to 6 per cent. is a gross injustice. Books for the use of colleges are allowed to come in free. Therefore the colleges supply themselves and dealers find it does not pay to keep them on their shelves. This should be changed. In answer to Mr. Fielding, Mr. Mackinlay said all school books should be free of duty or all made to pay. There was no reason why the colleges should have such an advantage over the normal or other schools.

T. C. Allen, of the firm of T. C. Allen & Co., booksellers, stationers and publishers, also addressed the Commission much on the lines covered by Mr. Mackinlay. He recognized that as long as a revenue was raised by taxation the trade must pay its share. They did not object to that, but to the petty annoyances to which they are subjected. A terrific amount of work is involved in passing a small miscellaneous bill of goods. Simplify the form, minimize the rate of duty and classification of goods.

Sir Richard asked Mr. Allen to put his views in writing and send them to the Commission at Ottawa.

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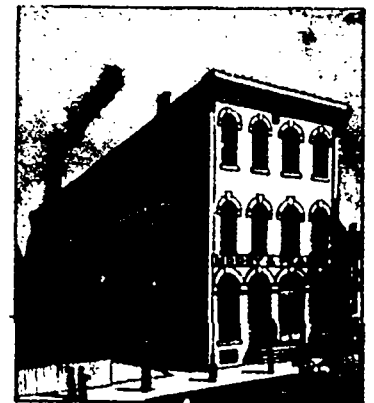
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